

Message Text

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PAGE 01 THE HA 03585 161014Z

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ACTION EB-11

INFO OCT-01 EUR-25 ADP-00 SS-15 NSC-10 SSO-00 RSR-01 RSC-01

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R 161000Z AUG 73

FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC 1841

LIMITED OFFICIAL USE THE HAGUE 3585

FOR UNDER SECRETARY CASEY AND ASSISTANT SECRETARY ARMSTRONG

E.O. 11652: N/A

TAGS: BTRA, EFIN, NL

SUBJECT: EMBASSY PORTFOLIO INVESTMENT CAMPAIGN

1. AS YOU KNOW AMBASSADOR MIDDENDORF INAUGURATED A HIGHLY EFFECTIVE CAMPAIGN HERE TO ENCOURAGE DUTCH INSTITUTIONAL INVESTORS TO TAKE ADVANTAGE OF US PORTFOLIO INVESTMENT OPPORTUNITIES. AS A RESULT WE HAVE ESTABLISHED A UNIQUE RAPPORT WITH THE KEY DECISION MAKERS IN THE LOCAL INVESTMENT BANKS, INSURANCE COMPANIES, MUTUAL FUNDS, AND PENSION FUNDS WHICH WE HOPE TO DEVELOP AND EXPLOIT IN THE MONTHS AHEAD.

2. THE ESSENCE OF THIS CAMPAIGN IS TO BRING THE PORTFOLIO MANAGERS HERE INTO CONTACT WITH TOP FLIGHT AMERICAN ECONOMIC POLICY-MAKERS, BANKERS, ECONOMISTS AND SECURITY ANALYSTS IN A POSITION TO GIVE AUTHORITATIVE BRIEFINGS ON THE US ECONOMY AS A WHOLE AND THE SECURITIES OUTLOOK IN PARTICULAR.

3. I WOULD THEREFORE BE GRATEFUL IF YOU AND YOUR STAFF COULD ALERT US TO ANY PLANS WHICH COME TO YOUR ATTENTION INVOLVING VISITS TO EUROPE OF APPROPRIATE AMERICAN SPOKESMEN WHO MIGHT BE WILLING TO GIVE US A FEW HOURS OF THEIR TIME FOR ORGANIZED GROUP SESSIONS WITH THE DUTCH INVESTMENT COMMUNITY. AS THIS COMMUNITY CONTRIBUTED A NET OF \$400 MILLION TO OUR BOP IN 1972 AND DISPOSES OF ASSETS MANY TIMES THAT AMOUNT, WE

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FEEL THAT THESE SESSIONS COULD BRING RAPID AND SUBSTANTIAL

DIVIDENDS.
BLODGETT

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Message Attributes

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